

# Objection Letter

**Matthew Baker / Bakers' Signs & Man. Inc.**

Conroe, TX 77306

11/30/2019

**The Honorable Ellen Cohen, Mayor Prop-Tem**  
Chair, Quality of Life Committee  
*900 Bagby Street, City Hall Annex*

***Re: Chapter 46 Sign Code Revisions & Sign Code Airport Amendments***

**Dear Mayor Pro-Tem Chen:**

I object the following amendments to our sign code for the following grounds:

My Family is now a 4<sup>th</sup> Generation ran business. Both Our founding Father and Mother set their roots within the Houston area after migrating here from outside the state. My father came here due to the fact of how desired the Houston market was within the Signage Industry. My mother came here with several degrees under her belt and started with another industry but then later, found the calling of the Sign business and the rest is history.

Fast forward 20 Years and we are now all watching the demise of the Sign Industry, the Iconic Art that Houston has always been known for, the pro-business and one's ability to effectively communicate with their clients. Our Company is now needing to question the sustainability of our Company within this market.

Scenic Houston has been pushing the same agenda for Years and there is no end in sight. While we are on the same page with the overall "Beatification" of the City as a whole, we are NOT willing to continue to agree with the reduction of the height of our signs nor that of the square footage of signs.

The tallest that we can currently go in the City is 42'6 tall, many of the freeway systems that we now have are much taller and therefore, the signs can no longer be seen.

We do agree that the Current Sign Code does need some updating and we can help with a pro active approach of doing that out of the best interest of the City, Businesses within the City as well as that of the Overall Beauty of our city in Mind, Without Jeopardizing Signage as it is intended for.

Many of the existing Sign structures within the City currently are a Hazard to the General Public, we can help with getting this fixed while cleaning up the old and abandoned Signs.

Economic Impact that this can possibly have on the Business owners can be substantial. This has been voiced by many of the business owners to both the City Council and the Mayor.

Please consider these points of discussion within the decision of this code revision as well as know the overall negative impact that this will have on our Community.

Your thoughts and time in this matter is appreciated.

Respectfully Submitted,

Bakers' Signs & Manufacturing Inc. / Matthew Baker